Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.946
C762
Reserve

LIBRARY
RECEIVED
MAY 1 - 1942
U.S. Department of Agriculture

CONSUMER TIME R-44

NETWORK: NBC DATE: April 25, 1942

ORIGINATION: WRC TIME: 12:15 - 12:30 AM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture, and presented in cooperation with United States Government agencies working for consumers.

oooOooo

1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER.

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER.

5. JOHN: That's your money paying for a home.

6. SOUND: CASH REGISTER.

7. NANCY: That's your money buying clothes . . .

8. JOHN: Buying you a living in wartime.

9. SOUND: CASH REGISTER - CLOSE DRAWER.

10. NANCY: Are you helping to win the war . . . spending your money wisely . . . wasting nothing . . . saving every penny you can?

11. ANNOUNCER: Each week at this hour CONSUMER TIME brings us the facts that will help us make our pennies and dollars work for war . . . and buy the strength and health and courage we need for victory.

This program is produced by the Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with United States Government agencies working for consumers.

And now - here's your Consumers' Counsel in person - Donald Montgomery.

12. MONTGOMERY: Greetings, all. I'd like to present your own consumer representative - that inquiring housewife, Mrs. Evelyn Freyman.

13. FREYMAN: Hello, there. I'm going to try to ask Mr. Montgomery all the questions you would ask if you were here in the studio with us.

14. MONTGOMERY: Well, I'm going to turn most of those questions over to my two reporters here - Nancy Ordway ---

15. NANCY: Who hopes she has the answers.

16. MONTGOMERY: And Johnny Flynn ---

17. JOHN: And I think I'll save my report till the end of the program.

18. MONTGOMERY: Right. First of all comes the subject our consumer listeners have requested for today ---

19. FREYMAN: Food preservation centers?

20. MONTGOMERY: That's the one, Mrs. Freyman. And it's a mighty important subject too. As I told you two weeks ago, when we talked about Victory gardens, plenty of the right kind of food is one of the things that will win this war.

21. FREYMAN: And it's no use growing the food if we're going to let it go to waste.

22. MONTGOMERY: It's not merely no use. It's practically treason in these times -- when food is war material. Of course, you'll want to eat all the fresh fruits and vegetables you can while they're in season ---

23. FREYMAN: And those we can't eat, we can.

24. MONTGOMERY: Well, preserve is a better word. You see, there are several different ways of preserving food. Canning's only one of them.

25. FREYMAN: What are you thinking of?

26. MONTGOMERY: Well, suppose we go back and start with the Victory gardens themselves. 'Member that story I told you - about the boy named Jim Burnett?

27. FREYMAN: The one who was turned down by the Army - because he was undernourished?

28. MONTGOMERY: That's right. He hadn't eaten enough of the kind of food that makes good red-blooded soldiers.

29. FREYMAN: I felt pretty sorry for Jim. He'd counted so much on joining up.

30. MONTGOMERY: Well, if you'll remember the Army doctor who examined him said Jim might build himself up to One-A - if he'd go back home and raise some of those foods he needed.

31. FREYMAN: Did he?

32. MONTGOMERY: You bet he did - though it was pretty hard at first, persuading the home folks to leave their old diets of meal, molasses, and fatback. But gradually the news of Jim's garden spread all through the hills roundabout, and other people started planting fruits and vegetables - until finally ---

(PAUSE)

33. JIM: (ON CUE) Gee, Paw - there's gonna be more food around these parts 'n folks kin eat.

34. FATHER: Reckon so - the way our beans is thrivin'. Kind o' hate to see 'em go to waste.

35. MOTHER: (FADING IN, EXCITED) Jim - what do you think?

36. JIM: I dunno. What, Maw?

37. MOTHER: You know thet teacher over to the schoolhouse ---

38. JIM: Thet new one - her thet's so purty?

39. MOTHER: Well, I didn't take note if she's purty or not ---

40. FATHER: She's too citified, if you ask me.

41. MOTHER: But Caleb - she can't be so <u>turrible</u> citified - if she'd plant a garden.

42. JIM: A garden!

43. MOTHER: Sure. When I come by the schoolhouse this forenoon, I seen her out there with all the young uns - a hoein' away ---

44. FATHER: So thet's the way she gives 'em book-larnin'.

45. MOTHER: Now, Paw ---

46. JIM: I don't see what you got agin' her ---

47. FATHER: An' <u>I</u> don't see why you're so took by her.

48. JIM: I ain't took!

49. FATHER: Y'are so. A citified, high-falutin' ---

50. MOTHER: Caleb - you better be gittin' out to thet south acre. I need Jim to help me here in the house fer a spell.

51. FATHER: (FADING) Huh! All the young uns a-hoein' ---!

52. JIM: Shucks!

53. MOTHER: Have you met up with this gal, Jim?

54. JIM: No - just seen her when I passed by the schoolhouse. She didn't <u>look</u> high-falutin'.

55. MOTHER: Well, why don't you go ask her over to supper?

56. JIM: With Paw so dead set agin her? . . . Shucks! Mebbe he's right. Reckon she ain't our kind.

57. MARTHA: (OFF, CALLING) Susan!

58. MOTHER: Now, who's thet a-callin' me?

59. MARTHA: (FADING IN) Hey - Susan -

60. MOTHER: O, hello thar, Marthy.

61. MARTHA: Here's another Goverment letter fer Jim. Found it in the box down to the crossroads.

62. JIM: Gee - thanks!

63. SOUND: ENVELOPE TORN OPEN.

64. MOTHER: How's your garden comin' along, Marthy?

65. MARTHA: Right smart. Don't know what we'll do with all the victuals!---

66. JIM: (EXCITED) Say - listen here!

67. MOTHER: What's the letter say?

68. JIM: The Goverment wants me to start a - (READING) a community food preservation center!

69. MOTHER: A what?

70. JIM: A place - where all the folks will come an' put up the truck thet they've growed - to keep for the winter.

71. MARTHA: You mean - we should all do our puttin'-up together?

72. JIM: Sure - an' we can all use the same kittles an' sech. Here - the Goverment says - (READING) "Community food preservation - families gettin' together in a neighborly way to can, brine, preserve, or store an oversupply for a comin' need - is as old as America an' as new as all-out defense."

73. MOTHER: Thet's true, son. Your grammaw used to tell how she an' the neighbor women used to git together for their picklin' an' brinein'.

74. MARTHA: An' now the Government's picked out Jim to start it up again!

75. JIM: But - shucks - I don't know nothin' 'bout picklin' an brinein'! An' how'm I gonna git all the folks together? An' where'll we meet?

76. MOTHER: Why not meet at the schoolhouse?

77. JIM: You mean ---?

78. MOTHER: Shore. An' I'll bet thet young teacher will have some good new ideas on preservin' food too. If you'd jest go an' ask her to help you start this thing goin' ---

79. JIM: Doggone! Reckon she would?

80. MOTHER: Shore. Bet it would pleasure her to be asked.

81. JIM: Gee ---! (THEN, BACKING DOWN) But mebbe it's like Paw says - mebbe she's too citified to mix with us folks ---

82. MOTHER: Citified your Aunt Nanny. Don't you think I know how it feels to be a gal - an' all alone in a furrin place? Now you git goin' like I say ---

83. JIM: Okay, Maw. Gee - reckon fust I better slick up a bit!

(PAUSE)

84. SOUND: CHILDREN LAUGHING AND TALKING.

85. TEACHER: (SLIGHTLY OFF, PROJECTING) Now remember - the boys and girls who are going to work in the garden tomorrow will come to school early ---

86. GIRL: (OFF) Yes, Miss Peters.

87. BOY: Okay, Miss Peters.

88. SOUND: CHILDREN START TO FADE.

89. JIM: (FADING IN) Uh - 'scuse me.

90. TEACHER: Oh - hello.

91. JIM: Reckon you're Miss Peters.

92. TEACHER: And you're Jim Burnett.

93. JIM: (AMAZED) Why - yeah! How did you know?

94. TEACHER: Oh, I've heard all about you - how you started these gardens here in the hills. I think it's wonderful.

95. JIM: You - you do?

96. TEACHER: I certainly do. And if I can help in any way ---

97. JIM: Say - that's swell! I was jest comin' to ask you. I gotta letter --- from the dovernment. An' they sent these papers - to tell about it ---

98. TEACHER: "Community Food Preservation Centers ---"

99. JIM: They want me to start one. An' I thought if you could help me ---

100. TEACHER: Well, luckily I can. I've studied home ec.

101. JIM: Huh?

102. TEACHER: Home economics - all about food and so forth.

103. JIM: Then you could tell folks all the best ways for puttin' up their garden truck - so's none will go to waste.

104. TEACHER: But do you think they'd listen - to me?

105. JIM: Why, shore they will. I'll go tell 'em there's to be a meetin' down to the schoolhouse - so's we kin start plannin'.

106. TEACHER: Oh, that'd be wonderful - if we could get them all eating the kind of food they need to make them strong and healthy.

107. JIM: We can - if you'll help.

108. TEACHER: I've been wanting to help, Jim, but somehow - well, I just felt people around here didn't like me.

109. JIM: Oh, they'll like you fine - soon's they find out you're jest folks.

110. TEACHER: I hope so.

111. JIM: Shore they will. An' mebbe you'd come over to our house to supper sometime. It'd pleasure us to have ye.

112. TEACHER: And it would pleasure me to come, Jim.

113. JIM: It would? Well, shucks, Miss Peters . . . Say that's swell!

(PAUSE)

114. MONTGOMERY: Well, Mrs. Freyman - that's how it happens that down in Jim Burnett's community today stronger, healthier men and women are working together to produce the food that will help to win this war.

115. FREYMAN: That's a swell story.

116. MONTGOMERY: But, what about the people in <u>your</u> community? Have you started planning for your food preservation center?

117. FREYMAN: Well, we're so busy, Mr. Montgomery, with our Victory gardens ---

118. MONTGOMERY: But you may not be ready to take care of the produce from those gardens by the time it's ripe. Isn't that true, Nancy?

119. NANCY: That's what the Home Economists in the Government say. You ought to start planning for your food center just as soon as possible. At least, you should decide whether you really need a food center or not.

120. FREYMAN: You mean - whether there'll be extra garden stuff that might otherwise go to waste.

121. NANCY: Yes - and whether enough people will benefit from a food preservation center. You ought to make a survey of your community - all the food needs, and the possible food supplies.

122. FREYMAN: Well, suppose we'd done that - and decided we <u>do</u> need a food center. What's the next step?

123. NANCY: To find a leader - someone who really knows the science of food, and can promote an idea and push it through.

124. FREYMAN: Maybe the home economics teacher in our high school?

125. NANCY: If she isn't too busy with her present job. Or maybe a home demonstration agent - or maybe a farm homemaker with training and practical experience. And she ought to have an advisory board - with representatives from the various groups in your community that will be interested in the food center.

126. FREYMAN: And besides we'll need plenty of workers, who'll do the actual canning.

127. NANCY: Yes - unless you just let each woman in the community do her own canning.

128. FREYMAN: Well, that's what I don't understand, Nancy - whether this center is just for individuals to use - or whether they can for the community.

129. NANCY: You can work it either way. Down in Lowndes County, Georgia, where they've had a center for six or seven years, people pay for use of the jars and equipment by contributing one-half of their fruits and vegetables to the cannery. Then these in turn are used in relief work.

130. FREYMAN: I see. Well, we'd need a good deal of equipment for anything as large as that.

131. NANCY: Indeed you would, and that won't be so easy to find these days - when pressure cookers aren't being manufactured

132. FREYMAN: Still we ought to be able to find some we could use - if we asked all over town.

133. NANCY: Sure - and you might find a place to use too - a church kitchen - or the high school cafeteria on Saturdays. One town - Orono, Maine - set up their center in the local firehouse.

134. FREYMAN: (SMILING) To keep the food warm?

135. NANCY: Perhaps.

136. FREYMAN: Then - a leader - plus workers - plus a place - plus food and equipment - equals a food canning center.

137. NANCY: Not canning - "preservation."

138. FREYMAN: Oh, that's right. Mr. Montgomery said we ought to look into these other ways of preserving food.

139. NANCY: Right. And - to save the metal and rubber needed for actual canning, we ought to try to preserve foods those other ways first - and can only those that won't keep by any other method.

140. FREYMAN: What other ways, Nancy?

141. NANCY: Well, you can <u>store</u> quite a number of products - potatoes, cabbage, celery, root vegetables like beets and carrots, pumpkins, squash, apples, winter pears ---

142. FREYMAN: Yes, that's right. But you have to know how, or they'll spoil.

143. NANCY: Exactly. There are rules for storing fresh foods that are just as important as rules for canning. Our grandmothers knew all about that - and about drying foods too. You could make a top-of-the-stove dryer to use in your own kitchen.

144. FREYMAN: And what kinds of food could I dry in it?

145. NANCY: Oh, corn, beans, and peas - cherries, apples, peaches. Then another way to preserve food is in brine like kraut and pickles.

146. FREYMAN: What about freezing food, Nancy? Can that be done successfully?

147. NANCY: Yes - if you have a freezer locker plant nearby. Non-acid vegetables like asparagus, corn and peas freeze especially well.

148. FREYMAN: Well, my goodness, Nancy - with all these ways of preserving food, we certainly ought to have plenty on hand for the winter - and for school lunches, too.

149. NANCY: You should if you start now to get ready. And I have something here that will help you - a Consumer Tips card, with all the most important tips on food preservation.

150. FREYMAN: These different methods ---?

151. NANCY: Yes - and the names of a couple of pamphlets you can et get from the Government that will give you more information if you want it.

152. FREYMAN: Well, I certainly do. I'm going to write in for a copy of that Tips card - to the Consumers' Counsel - Department of Agriculture - Washington, D. C.

153. MONTGOMERY: And we'll be glad to send it to you, Mrs. Freyman.

And now I'd like to add just a thought or two on these food preservation centers Nancy has been telling you about. Some of you might have got the idea that all of this food you're going to preserve in one way or another is coming out of your own Victory Gardens . .

154. FREYMAN: That's what I'm planning to do, Mr. Montgomery.

155. MONTGOMERY: But, you know, there are many people who won't have Victory Gardens . . because they live in cities . . or because their ground isn't right for gardening . .

156. FREYMAN: Yes, I remember all those "Don'ts" for people NOT to grow gardens.

157. MONTGOMERY: I hope the people in the cities will remember them - But that needn't stop them from forming food preservation centers - just because they haven't any Victory Gardens.

158. FREYMAN: I don't see what you're driving at?

159. MONTGOMERY: Just this . . Now and then through the summer you'll find wonderful buys in fresh fruits and vegetables in your local markets, when farmers have to rush to market especially large quantities, and when prices are especially easy on your pocket book.

160. FREYMAN: That's a good time to buy extra amounts and put them up.

161. MONTGOMERY: Exactly. Get your community food preservation center organized -- not only to handle foods from Victory Gardens, but the extra supplies in your local stores.

This year, above all years, don't let one ounce of good food go to waste. We need every ounce to win the war. You can help greatly if you get these preservation centers started so they'll be ready to handle surpluses.

162. FREYMAN: I'm going to remember that idea, Mr. Montgomery, when I'm talking to my neighbors about food preservation centers.

163. MONTGOMERY: Good for you. And now, for the latest war news from Washington affecting consumers . . . Johnny?

164. JOHN: All ready to go . . straight from the Government war agencies.

165. VOICE (FILTER)

166. MONTGOMERY: Thank you, Johnny. And that's about the story for today, consumers.

167. FREYMAN: Aren't you going to give us the address for that Consumer Tips card again, Mr. Montgomery? Some of our listeners might not have gotten it.

168. MONTGOMERY: Sure enough. For your free copy of the Consumer Tips card on Food Preservation, just write to Consumers' Counsel, Department of Agriculture, Washington, D. C. Give us your name and address and the call letters of the radio station over which you heard this program.

169. FREYMAN: Thank you, Mr. Montgomery. And for next week, how about telling us about sugar rationing and how we can get our rationing books.

170. MONTGOMERY: We'll have those facts for you, Mrs. Freyman. And now, Ken?

171. ANNOUNCER: I'll just repeat that address again . . to make sure you all got it . . . Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all

(MORE)

you need, with your name and address and the call letters of the radio station over which you heard this program. Ask for your free copy of the Tips card on Food Preservation.

172. FREYMAN: (SLOWLY) Tips card on Food Preservation.

173. ANNOUNCER: That's it . . and that's all you need.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture , . presented in cooperation with Government agencies working for consumers.

Among the cast of today's program were:

CONSUMER TIME is a public service of NBC and has come to you from Washington.

This is the National Broadcasting Company.